

Claims

- [c1] 1.A method for constructing a satisfaction prediction model for motor vehicle buyers, the method comprising:
presenting a buyer satisfaction survey to at least a portion of a buyer base for one or more motor vehicles;
for each buyer that completes the survey, joining the buyer's survey response data with the buyer's transactional and warranty claim data to create an aggregate of buyer satisfaction for the portion of the buyer base that completed the survey; and
constructing a satisfaction prediction model for at least one motor vehicle buyer that has not completed the survey based on the aggregate of buyer satisfaction.
- [c2] 2.The method of claim 1 additionally comprising predicting buyer satisfaction for a motor vehicle buyer.
- [c3] 3.The method of claim 1 additionally comprising predicting consumer behavior for a potential motor vehicle buyer.
- [c4] 4.The method of claim 1 wherein a machine learning method is implemented to construct the buyer satisfaction prediction model.
- [c5] 5.The method of claim 4 wherein the machine learning method is a decision tree.
- [c6] 6.The method of claim 5 wherein recursive modeling is implemented to implement the decision tree.
- [c7] 7.The method of claim 4 wherein the machine learning method is a neutral network.
- [c8] 8.The method of claim 4 wherein the machine learning method is logistic regression.
- [c9] 9.The method of claim 1 additionally comprising identifying and ranking a set of independent variables based on the aggregate of buyer satisfaction.
- [c10] 10.A computer-implemented method for modeling motor vehicle buyer

satisfaction, the method comprising:

receiving input data including survey data, purchase data and warranty claim data;

processing the input data; and

outputting a prediction of motor vehicle buyer satisfaction based on the processed input data.

- [c11] 11.The method of claim 10 wherein machine learning is implemented to the input data.
- [c12] 12.A method for constructing a satisfaction prediction model for motor vehicle buyers, the method comprising:
presenting a buyer satisfaction survey to at least a portion of a buyer base for one or more motor vehicles;
a step for creating an aggregate of buyer satisfaction based on the buyer's survey response data, transactional data, and warranty claim data; and
a step for constructing a satisfaction predicate model for at least one motor vehicle buyer based on the aggregate of buyer satisfaction.
- [c13] 13.The method of claim 12 wherein a machine learning method is implemented to construct the buyer satisfaction prediction model.
- [c14] 14.The method of claim 13 wherein the machine learning method is a decision tree.
- [c15] 15.The method of claim 14 wherein recursive modeling is implemented to implement the decision tree.
- [c16] 16.The method of claim 13 wherein the machine learning method is a neutral network.
- [c17] 17.The method of claim 13 wherein the machine learning method is logistic regression.
- [c18] 18.The method of claim 12 additionally comprising identifying and ranking a of independent variables based on the aggregate of buyer satisfaction.